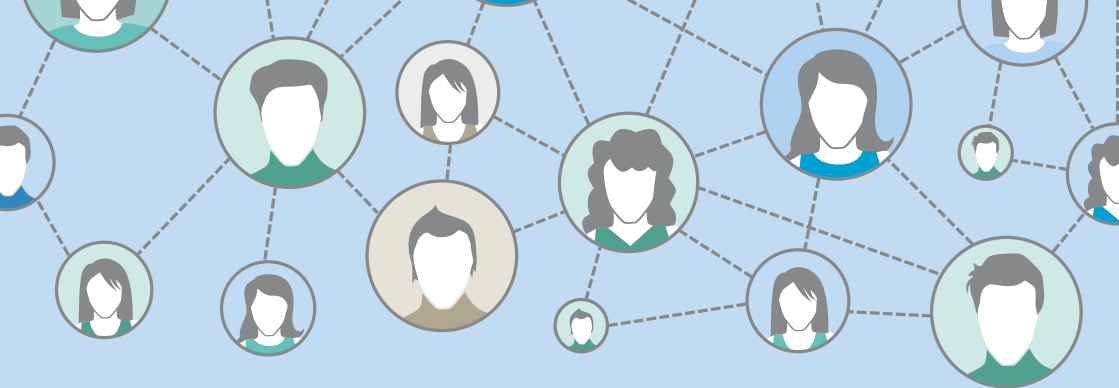




GETTING STARTED WITH LinkedIn



Irish Life



LinkedIn is often referred to as the Facebook for your professional life. You can use it to network with other professionals, warm up sales contacts, build relationships and promote yourself and your business. It is also used as a site for job seekers.

When you create a profile on LinkedIn it is created in your personal name, you will represent yourself in conversations and when connecting to people. From your profile, you can create and manage a company page. We'll discuss company pages in the eBook 'LinkedIn Company Pages'

WHY USE LinkedIn?

The biggest benefit of setting up a LinkedIn profile is that you can network online with other professionals. You can connect with prospects, customers and those who can help your business grow.

Users post content regularly and this appears on the newsfeed on your home page. Just like Facebook you can like, comment and share this content.

Direct messaging allows you to stay in touch with the people you are connected to and build your relationships further.

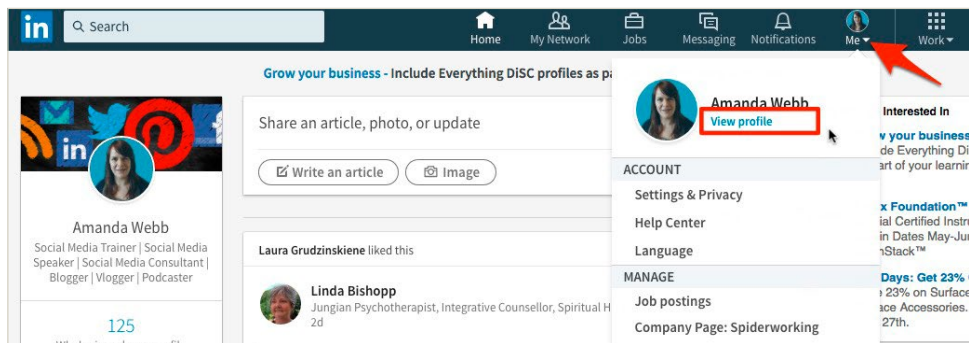
In this eBook we'll look at how to set up your professional profile on LinkedIn and how to find and connect with other LinkedIn users.

CREATING YOUR PROFILE

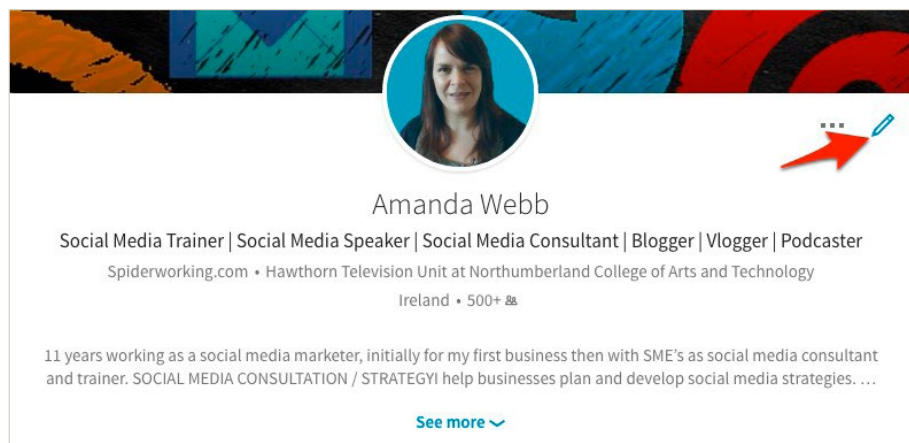
Go to **www.linkedin.com** and sign up for an account.

Once you are in you'll be prompted to set up your profile.

If you are already a LinkedIn user click 'Me' on the top toolbar and select 'View profile' from the drop-down menu.



On your profile page click the big pencil icon to edit



The most important elements of your profile are:

1. Your name
2. Your profile photograph
3. Your professional headline

1

YOUR NAME

Make sure this is your own name and not that of your company. LinkedIn is about making personal connections and it's essential that you use your own name to do this. You can also create company pages from your LinkedIn profile. We'll discuss this in the next eBook.

If you want to change your name you can do so from the edit screen.

If you have a former name (a maiden name or if you have changed your name) you can also add this to your profile here.

A screenshot of the 'Edit intro' form in LinkedIn. The form has a title bar 'Edit intro' with a close button (X) on the right. Below the title bar is a section for the profile photo, labeled 'Profile photo', showing the same woman as in the first image. Below the photo are two text input fields: 'First Name' and 'Last Name'. The 'First Name' field contains the text 'Amanda' and has a small blue star icon to its right. The 'Last Name' field contains the text 'Webb' and also has a small blue star icon to its right. Below the 'Last Name' field is a red arrow pointing to a blue link that says 'Add former name'.

2

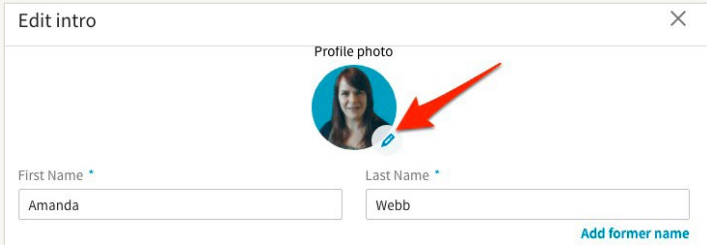
YOUR PROFILE PHOTOGRAPH

Above your name you can add a photograph of yourself. This will represent you across LinkedIn.

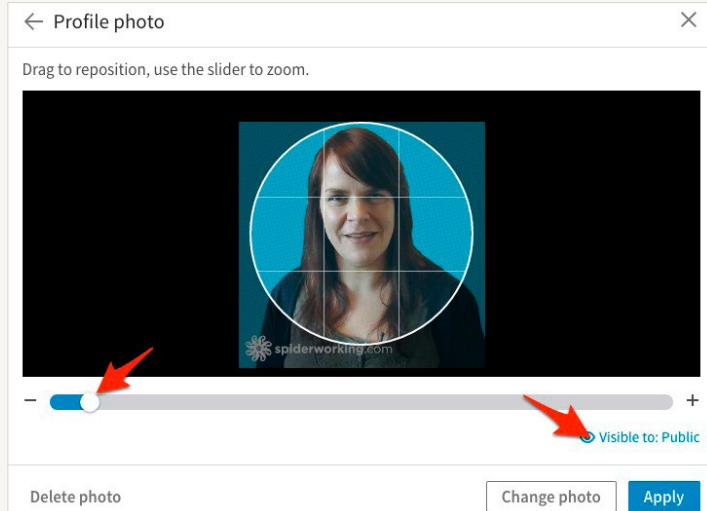
Ideally, this should be a professional headshot. If you don't have one get a friend to take a photograph of you wearing your best work clothes against a blank background. A photograph taken on a phone in natural light will suffice.

Frame your photograph to just your head and shoulders. This means you'll be easy to recognise if you meet your connections offline.

Click the pencil on your profile picture to update it.



After you have uploaded your picture you can use the slider to change the size of the image and move the circle around to frame the section you would like to appear on your profile.



By default, your profile photograph is public if you want to alter the privacy setting click the eye icon at the bottom right of the window.

You can change the privacy of your photograph to:

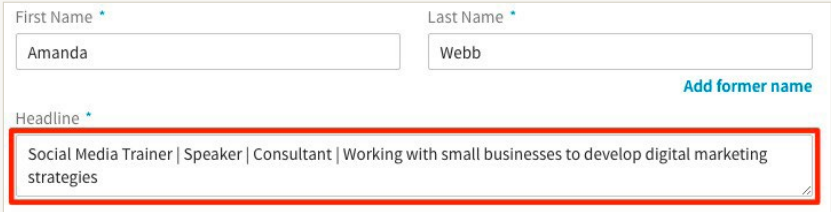
- Your connections
- Your network
- All LinkedIn members

3

PROFESSIONAL HEADLINE

This is your tagline and an opportunity to tell people more about you and what you do. It appears next to your name and profile picture when your profile is previewed on LinkedIn

The maximum length for this is 120 Characters including punctuation and spaces.



The screenshot shows a LinkedIn profile editing form. It has three input fields: 'First Name' with the value 'Amanda', 'Last Name' with the value 'Webb', and 'Headline'. The 'Headline' field is highlighted with a red border and contains the text 'Social Media Trainer | Speaker | Consultant | Working with small businesses to develop digital marketing strategies'. To the right of the 'Last Name' field is a blue link that says 'Add former name'.

What should you include in your headline?

Describe what you do and who you work with. It's also a good idea to name the business you work with as this doesn't appear by default when your profile is previewed.

LinkedIn profiles are searchable on LinkedIn and your public profile is crawled by search engines. Try and include a keyword that you would like to appear for in LinkedIn and online searches

What shouldn't you include in your headline?

Every year LinkedIn releases a list of 'buzzwords'. These are the most overused words in LinkedIn profiles. Avoid these as they have become so familiar with users the words have lost their meaning.

The list of Buzzwords for 2017 include:

- Specialized
- Leadership
- Passionate
- Strategic
- Experienced
- Focused
- Expert
- Certified
- Creative

Scroll down and you can add your job description. If you have already added this you can edit it later on.

Avoid using these words in your headline and elsewhere in your profile.

SUMMARY

The LinkedIn summary is one of the most overlooked section of LinkedIn profiles. This section gives you the opportunity to sell yourself a little more to your profile viewers. You have 2,000 characters to tell people about yourself and your skills.

What should you include in your Summary?

- Write a short introductory paragraph.
- Write a paragraph or two about your key skills and what makes you good at them.
- Tell people how they can work with you
- Include contact information
- Include keywords that you would like to appear for in LinkedIn searches

Note: There is no text styling within your LinkedIn profile. If you want to add subheadings use capital letters to make them stand out.

For summary inspiration take a look at LinkedIn profiles from others working in your industry.

Below your summary text, you can upload or link to files that showcase your skills. You can link to files hosted on many different services and link to any public page on the web.

Slideshare is a popular choice. This is a space owned by LinkedIn where you can host PowerPoint presentations (amongst other things). if you want to showcase your work you can upload a presentation here so it displays on your profile.

When you update your profile LinkedIn will automatically send an update to your connections. If you don't want this to happen switch the toggle to the off position (see below) before you save your changes.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link to media

Uploaded files

10
TOP
BLOGGERS

Are You Making These
Blogging Mistakes?

Blog -
Spiderworking.com -

Supported formats

☐

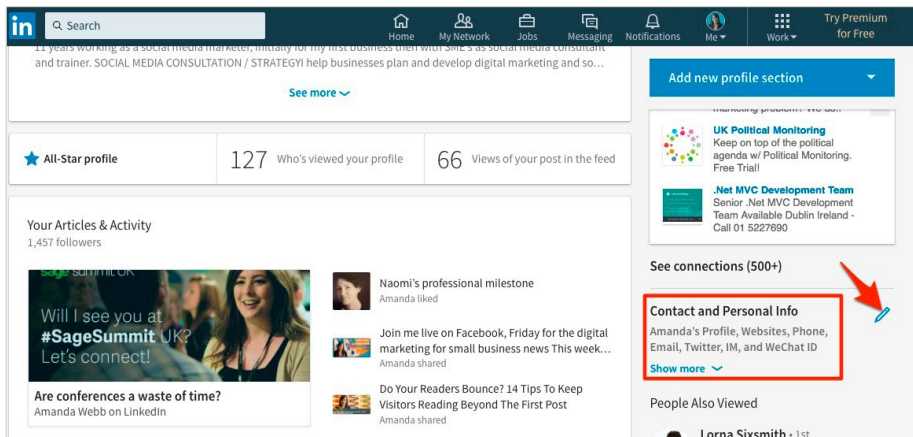
No, don't update my network
Your connections will not see this change in their feed or email.

PERSONAL INFO

To add your contact information to your profile to the right of your screen

Scroll down until you see the heading 'Contact and Personal Info'

Click the big pencil to update this information



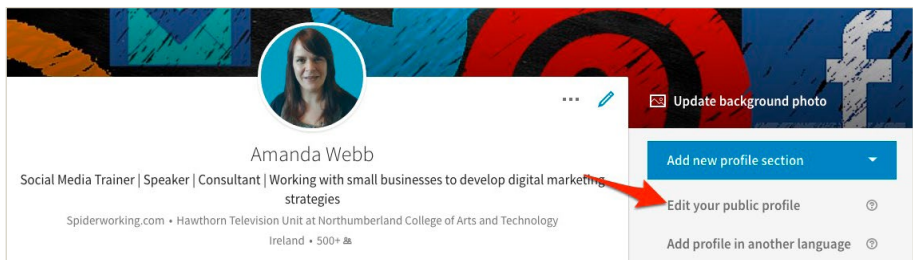
In this section you can add up to 3 website addresses and other contact information.

CUSTOMISING YOUR LINK

You can customise the link to your public LinkedIn profile so it's easy to remember and share with others.

By default your link will be www.linkedin.com/in/your-name-loadsofnumbers

To customise it click 'Edit your public profile' on the right-hand side of the screen

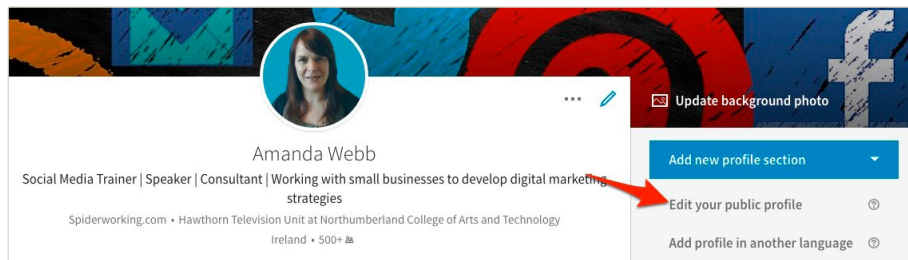


CUSTOMISING YOUR LINK

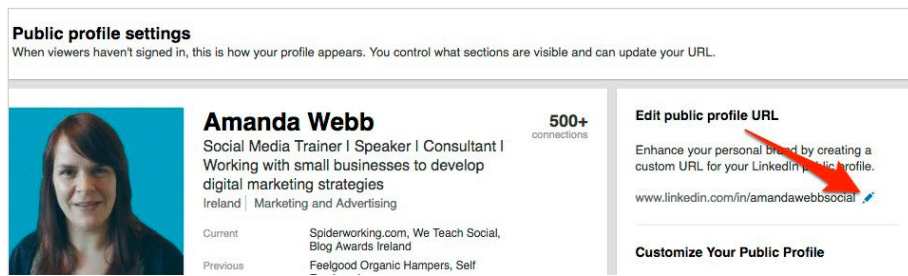
You can customise the link to your public LinkedIn profile so it's easy to remember and share with others.

By default your link will be www.linkedin.com/in/your-name-loadsofnumbers

To customise it click 'Edit your public profile' on the right-hand side of the screen



This will open a new window. On the right-hand side of this page you'll see your link or 'Public profile URL'



To edit it click the pencil

Now you can edit the link. You can use between 5 and 20 characters in your link but it can't contain any spaces or punctuation.



Click 'Save' and close the window

EXPERIENCE

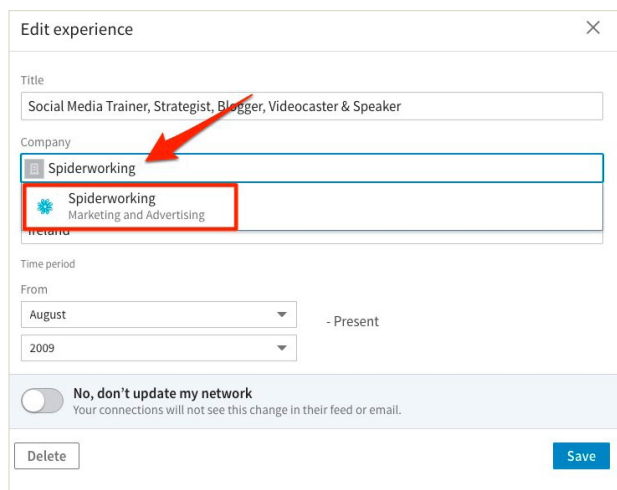
Now you have completed your basic information scroll down to the 'Experience' section. Here you can complete details of your employment.

Unlike a CV you don't have to include every job you've had. Just include relevant positions.

What to include

Each time you add a job you have the option to include:

- Your job title
- The company you worked for. If there is a LinkedIn company page for the business you'll be able to select it from a drop-down menu as you type.



Edit experience

Title
Social Media Trainer, Strategist, Blogger, Videocaster & Speaker

Company
Spiderworking
Marketing and Advertising

Time period
From
August - Present
2009

☐ No, don't update my network
Your connections will not see this change in their feed or email.

Delete Save

- The dates that you worked there. Select 'I currently work here' if you are still in this employment.
- A description of the job. Be sure to include keywords here that you would like to get found for on LinkedIn

You can also add files and links to each job position as you did in your summary section.

EDUCATION

Complete this section in the same way you did your employment section

There are other sections that you can add to your LinkedIn profile including accomplishments and volunteer work.

MAKING CONNECTIONS

Now you have completed your LinkedIn profile you can start making connections. These are like Friends on Facebook, when you request a connection they have to approve you before they are added to your network.

Click on 'Network' at the top of the page.

Once you have connected with at least one person on LinkedIn you will find recommendations for other people to connect to here.

If you haven't made any connections yet you can get LinkedIn to scan your email account for LinkedIn users you could connect with.

in Search Home My Network Jobs Messaging

[Optimal Fraud Management - Effective Fraud Management & Best Practice. Download](#)

1,388
Your connections
[See all](#)

Add personal contacts
hamperlady@gmail.com
[Continue](#)
More options

We'll import your address book to suggest connections and help you manage your contacts. [Learn more](#)

Received invitations (25) [Manage all](#)

Financial Controller at C...
and 1 other
[Ignore](#) [Accept](#)

- Growth Hacker
Looking For Top Growth Marketers, Let's Connect.
and 1 other
Hi, I'm a fellow digital [See more](#)
[Reply to](#)

Owner at Foods
and 1 other
[Ignore](#) [Accept](#)

[Show more](#)

People you may know

Add your email to the box on the left-hand side of the page to start this process.

LinkedIn will crawl your email and match people you correspond with to those who have LinkedIn profiles. It will show you all these people and ask you if you want to connect with them. You can invite them all to your network or select the individual people you want to connect to.

Connect with people you know on LinkedIn













Step 1 of 2

We found 337 people you know on LinkedIn. Select the people you'd like to connect to.

☒ Deselect All (337)

Skip

Add connections (337)

<input checked="" type="checkbox"/>  Senior Director, Market & Product Strate...	<input checked="" type="checkbox"/>  Independent Developer and Consultant
<input checked="" type="checkbox"/>  MBCS CTP, Engineering Lead at Co...	<input checked="" type="checkbox"/>  Business Manager
<input checked="" type="checkbox"/>  System Administrator at	<input checked="" type="checkbox"/>  Owner at North
<input checked="" type="checkbox"/>  I help business better informed with Da...	<input checked="" type="checkbox"/>  Director SSC EMEA at
<input checked="" type="checkbox"/>  Owner,	<input checked="" type="checkbox"/>  Medical Practice Consultant and Professi...
<input checked="" type="checkbox"/>  Chief Marketing Evangelist at	<input checked="" type="checkbox"/>  President at Communications

Tip: Choose just the people who you are confident will know you from this list. You have no option to customise your invitation here.

After you have completed this LinkedIn will ask you to invite the people on your email list that aren't already using the network to join. I highly recommend you skip this step.

A LinkedIn connection means you'll never lose touch

Step 2 of 2

Invite your contacts onto LinkedIn to keep up with their careers.
If someone you invite doesn't respond right away, we'll send up to two reminders.

☒ Deselect All (400)

Skip

Add to network (400)

<input checked="" type="checkbox"/> Dennis Smith m1dlguk@googlemail.com	<input checked="" type="checkbox"/> Claire Burge claireburge@simplify-consulting.com
<input checked="" type="checkbox"/> Frank Taaffe franktaaffe@gmail.com	<input checked="" type="checkbox"/> Elaine Rogers erogers125@gmail.com
<input checked="" type="checkbox"/> Roy Isserlis roy.issertls@gmail.com	<input checked="" type="checkbox"/> mark miggi migg1.m@gmail.com
<input checked="" type="checkbox"/> ancrenne wisse ancrenne@gmail.com	<input checked="" type="checkbox"/> martina kennedy martina.m.kennedy@gmail.com
<input checked="" type="checkbox"/> Ian Flain ian.flain@gmail.com	<input checked="" type="checkbox"/> Chris Cotton cottonxhrris@gmail.com
<input checked="" type="checkbox"/> Richard Saunders richardanthonyisaunders@gmail.com	<input checked="" type="checkbox"/> Legal Observer legalobserverireland@gmail.com
<input checked="" type="checkbox"/> John Goodwin JohnGoodwin225@googlemail.com	<input checked="" type="checkbox"/> Eddie Sheehan sheehaneddie@hotmail.com


Messaging

OTHER WAYS TO CONNECT

From your 'My Network' page you can connect with the people LinkedIn recommends to you.


Although it's tempting to click the 'Connect' button if you do this it will send an automated invite. You are far more likely to get a positive reaction to your invite if you customise your invite.

People you may know




Evan Mangan
Partner at The Marketing Crowd,
Digital Marketing Trainer
Greg Canty and 44 others

Dismiss **Connect**




Abbeylawn Timber & Steel
Director at Owner
Justine Negri and 129 others

Dismiss **Connect**




Dennis Smith
m1dlguk@googlemail.com

Dismiss **Invite**



Naomi Lehane
Drama Facilitator
Ken Harvey and 3 others

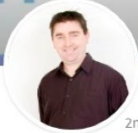
Dismiss **Connect**




Kathy Murphy
Experienced Arts Professional &
Business Manager
Jill Holtz and 6 others

Dismiss **Connect**

To do this click on the name of the person you want to connect to and click 'Connect' on their profile. Now you can customise your message.



2nd

Evan Mangan
Partner at The Marketing Crowd, Digital Marketing Trainer
The Marketing Crowd • University College Dublin
Ireland • 500+ 

Send InMail **Connect**

After graduating from UCD I spent 15 years in London working in marketing roles with BT, Yahoo, Orange and Wanadoo developing an expertise in digital marketing, direct acquisition, CRM and brand marketing. I have also en...

[See more](#)

You can customize this invitation

✕

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

You can customize this invitation

✕

Include a personal message (optional):

Ex: We know each other from...

300

Cancel

Send invitation

It's a good idea to look at the profile before you write your message. What and who do you have in common that would make them more likely to connect with you?

Avoid telling them about your business at this stage, you can do this once you have connected and warmed up the relationship.



WHAT'S NEXT?

Now you have fully completed your profile and made connections you will start seeing posts on your homepage newsfeed. Scroll through these once a day and comment, like and share posts that interest you.

We'll cover some of the more advanced features of LinkedIn in the eBook 'Doing more with LinkedIn'.



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